

# News Media Relations for Law Enforcement

**Date:** March 26-27, 2012

**Location:** **St. Paul Police Department Headquarters**  
Western District Community Room  
389 N. Hamline Avenue  
Saint Paul, MN 55104

**Time:** 0800-1700

**Instructors:** Russell Ruffin and Penny Carter

**POST:** 16 Credits

**Cost:** \$ 295.00

This is a fast-paced, hands-on, interactive training class for all levels of experience, designed to help those involved in Public Safety to communicate more effectively with the News Media and Public, both routinely and during times of crisis. In addition to instruction, an assortment of video clips demonstrating both good and bad media relations incidents are projected on-screen and discussed.

The class is for Chiefs, Sheriffs, Supervisors, Public Information Officers, First Responders, Corrections Officers, Emergency Response Teams and anyone else who communicates with the news media.

To make the experience more realistic, a full-size TV News camera will be brought in so that everyone in the class can practice before a LIVE camera which will be projected on the screen. A variety of *Breaking News* Simulations will be shown and each student will go before the LIVE camera for interviews and news conferences. The rest of the class will act as reporters and join the 2 instructors in asking tough and sometimes "tricky" questions. Participants are given an objective critique, along with a DVD video of their performance.

The instructors will guide the students through a variety of techniques to provide the public with needed information while safeguarding the integrity of an investigation, public safety and victim privacy. Topics will include: Holding and Effective News Conference/Interview, Keeping Your Media Message On Track, News Release Writing and Distribution, Ensuring that Your Message Gets Reported, Becoming More Proactive and Less Reactive, Using the Social Media to Your Advantage, Turning Negative Press into Positive Press, Handling Ambush Interviews and Investigative Reporters, Creating and Distributing Your Own Sound Bites and Interviews, Projecting the Proper Body Language.

**Russell Ruffin** is an Emmy Award Winning veteran broadcast news reporter who has worked with both Fox News and NBC, covering such stories as the Fall of the Soviet Union, Columbine High School Shootings, the 9-11 Attack, Oklahoma City Bombing, as well as Police and Fire beats.

**Penny Carter** is a Telly Award Winning documentary producer. She has served as a field producer for *America's Most Wanted*, during the Columbine High School shootings and has produced for the Law Enforcement Training Network. She wrote and produced the television documentary "*Surviving the Trauma: The Columbine Shootings*".

**To register go to:** [www.PublicSafetyMediaTraining.com](http://www.PublicSafetyMediaTraining.com) or call **1-866-470-0716**. For assistance of anything other than registration please call SPPD-PDI @ (651) 266-5652 or e-mail: [pdi@ci.stpaul.mn.us](mailto:pdi@ci.stpaul.mn.us)